EN Press Kit

A secret place in Provence...
Press Kit

An Unparalleled Concept
Recently acquired by Mr Didier Perréol, a businessman and leader in the organic food industry, the Château has undergone an extensive transformation over the last two years. The building was brought up to today’s standards of comfort, while working to establish an environmentally-conscious construction project with the selection of materials, energy and the hotel’s overall operations.

Didier Perréol, who built his career in and has been deeply committed to the organic movement for the last 35 years, wants to use this place to prove that luxury and environmental consciousness are not mutually exclusive.

Everything in the hotel has been designed to meet the strictest environmental standards, combining refined aesthetics with environmental consciousness.

Since its recent re-opening, the restaurant has already earned a Michelin Plate, and fills its kitchen with vegetables from the organic garden.

A Bridge
From the Past to the Future
The magnificent Château was built in 1555 and served as the hunting lodge of Henri II and Diane de Poitiers. Majestic trees fill the 10-acre grounds. A pastoral pond reflects the azure Provençal sky. These are just a few highlights from this place that is unparalleled in its region.

The hotel is ideally situated near Orange, in northern Vaucluse, next to Châteauneuf du Pape and Avignon in the heart of the Côtes du Rhône vineyards. The surrounding areas have no luxury hotels; the Château de Massillan offers regional visitors a new retreat where they can surround themselves with nature and refinement.
Quality and Environment: Key Elements of Sustainable Development

The reorganisation of spaces to transform and improve hosting and living conditions at the Château was carefully planned by a work group including a government-licensed architect, a geobiologist and an interior designer.

The techniques and materials selected for this project had a few underlying themes:

- Minimum environmental impact (type of material, sourcing)
- Managed, limited energy consumption
- Ease of use and comfort – each group contributed to the effort.

Insulation (floors, walls and ceilings) was made out of 200-mm thick hemp for improved efficiency.

Lime wash paint was used for the property, containing a maximum of 1 g/l of volatile organic compounds (VOCs).

Household water is heated with solar energy and geothermal heat pumps provide backup.

Carpentry work in wood and aluminium is highly efficient. It was built with an environmental focus by using highly efficient products with the certified environmental label PEFC (wood sourced from France, sustainably-managed forests).

A vertical geothermal system was selected for heating; a network of six 100-metre boreholes feed the heat pumps and ensure the necessary power with minimum consumption.

Solar panels were installed, and the plumbing uses a smart environmentally-conscious system. LEDs were selected for lighting, with light intensity control for each zone. Under-floor heating was chosen to ensure maximum comfort and to occasionally allow for refreshing and alleviating discomfort in summer when it is too hot.
To avoid excessive watering and undesired weeds, during hot periods the ground is partially covered with a dense layer of straw. The plants are fed and treated for mould prevention by spraying nettle and comfrey purines.

Trellises and stakes are made on site with bamboo grown in the garden.

During the second phase of renovations, the vegetable plot will be joined by a small orchard and an outdoor theatre.

The garden has an environmental role, as it follows permaculture processes that recommend harmonious and healthy management with the natural environment: organic compost that is ideal for humus and auxiliary insects, natural treatments with nettle and comfrey and fossil fuel-free work methods with garden forks and hoes without turning the soil.

Finally, the vegetable plot achieves its original mission through its culinary function. The chef can embellish his dishes with produce from the garden, allowing guests to discover the many shapes and tastes of agricultural history grown at the Château.

The Organic Vegetable Plot: The Crown Jewel of the Château

Restored in 2014, it stretches 4,000 square metres in the footprint of former centuries-old vegetable plots. Its restoration required uprooting trees and brambles that obscured the view of the remains of two beautiful greenhouses that were formerly glazed.

These greenhouses could not be restored to their original condition, so they were transformed into a chicken coop and rabbit hutch to house rare breeds and therefore participate in protecting them.

The tenants this year are Burgundy Tawny rabbits, dovecote pigeons and standard breed laying hens. The animals are fed with organic food only. Fertilizer is made of a good layer of plant compost.
Rooms and Suites – Nestled Between the Vines and the Lavender Fields

Visiting the Château de Massillan means, above all, discovering the beauty of its grounds, with large rooms and suites overlooking nature. The rooms are welcoming, refined and designed with feng shui principles. We have an appreciation for selecting materials for their high quality, the feel of fabrics, and an environmentally-conscious and organic spirit.

Many details encourage unreservedness, richness and harmony with the natural elements surrounding us. Designed as peaceful havens, each of the elegant rooms and suites was custom designed and decorated by a designer combining both modern and antique furniture with objects created specifically for the Château, such as large cut stone sinks.

All rooms are air-conditioned and have a minibar.
The Gourmet Restaurant – a Pillar of Excellence

It wouldn’t be a luxury hotel without fine dining.

Didier Perréol searched out a chef that understands his visions of environmental consciousness and brings them to life in the kitchen.

The soft-spoken Frédéric Le Bourlout took the reins in the kitchen in 2012.

Every day, he digs up vegetables and herbs from the vegetable plot to give character to his dishes. Originally from Brittany, he draws inspiration from fish and seafood—and is able to unite them with the most refined Provençal flavours.

And, of course, our providers are local. Josiane, an award-winning cheesemonger from Vaison-la-Romaine, saves the best from her cellar for the restaurant. A local artisan baker makes the bread to order—it is delicious and always organic.

All the wine is produced biodynamically.

The relatively young (forty-something) chef with a quiet manner verging on shyness surprises the taste buds with every bite.

At the heart of it all lies simplicity, and high-quality ingredients. But the refined presentation actually hides a wide variety of rich flavours and an infinite subtlety in the harmonisation of products.

Menus starting at €47, €59 and €79 – Excluding Truffle and Truffle Weekend menus.
Cooking Workshops to Discover Regional Flavours

The best chefs in the region flock to this interactive kitchen.

The chef comes along to the vegetable plot and selects vegetables and herbs with the students. And they’re off! As soon as they return to the large, specially-designed kitchen, the cooking class begins and the chef lets the students in on his expertise. The themes may be chosen in advance based on quality products from the region, or may be left to the inspiration of the moment.

Once the food is prepared, it is time for the friendly spirit of the Table d’Hôtes and for tasting the dishes, the guests of course have access to a marvellous custom-built wine cellar.

Themes: Cooking demonstrations (starting at €60 per person) such as: “lobster-inspired dishes”, “mushroom-inspired dishes”, “truffle-inspired dishes” and “macaroon” baking classes.

A “Business Class” Hotel

The Manor offers a grand reception hall measuring nearly 250 square metres, in addition to three meeting rooms and lounges, totalling nearly 420 square metres of space dedicated to hosting events and seminars.

This part of the Château can be made private and also includes a bar and lounge area—making it perfect for a wedding, seminar or any other business, family or social event.
Didier Perréol: A Visionary Owner

The son of Ardèche farmers and brother of an organic wine-maker, Didier Perréol started his career as a technical salesman in a cattle feed sales company after receiving a degree as an agricultural technician. Today he is the president and founder of Ekibio, a group of 9 companies, and vice president of the Compagnie Biodiversité Group.

1980 Opens Ardèche’s first store selling organic products. Over the next few years, opens and expands 3 additional similar stores.

1988 Founds the company Euro-Nat SA in Ardèche, focused on distributing organic dry food products for specialised stores in the Rhône-Alpes region.

Over the years, Didier Perréol never stopped increasing his commitment to the organic industry, mainly through processing organic grains (biscuits, pasta, etc.), the quinoa trade and the einkorn wheat trade in Haute Provence, the Camargue rice trade and the Ardèche chestnut trade.

2009 Creates Euro-Nat group, which becomes Ekibio in 2010.
2014 Ekibio joins the Compagnie Biodiversité group.
2015 Didier Perréol is elected president of Agence Bio.

Ardèche-born Perréol has been invested both personally and professionally in developing organic agriculture for nearly 35 years. Most notably, he has been a pioneer in various roles within the organic world:

Vice President of Synabio, French Organic Trade Association
Since 2014, President of the Ardèche General Confederation of Small and Medium-Sized Enterprises.
In January 2015, he was named a knight of the National Order of the Legion of Honour by the French Minister of Ecology, Mrs Ségolène Royal.

His commitment to the organic world continued through his contributions as a founding member and administrator for the association Bio Partenaire, founding member and administrator of Bio Convergence Rhône-Alpes, an association for organic product sellers, as well as within the Entrepreneurs d’Avenir as a member of the association “Les Entreprises Humaines” since 2005. In 2008, he also founded the Fondation d’Entreprise Ekibio, which aims to raise awareness about nature and environmental issues.
Didier Perréol has also written several books:

2007 - Une graine sacrée : Le Quinoa (Quinoa: A Sacred Grain) - Editions Marabout.


2013 - Entreprendre pour changer le monde (Taking Action to Change the World) (forewords by Nicolas Hulot and Pierre Rabhi) - Editions Actes Sud

2015 - Entreprendre pour un nouveau monde (Taking Action for a New World) (foreword by Pierre Rabhi) (afterword by Corinne Lepage) - Editions Hoche Comm Publisher J M Laffont.

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